

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Max Coating

Alabama Technology Network

Max Coating Sales Increases Result From ATN ISO Assistance

Client Profile:

Max Coating located in Birmingham, Alabama provides powder coating and electro-coating services to both automotive and non-automotive industries that require coatings for metal components. Max Coating is a family owned business that was established in 2003 and presently employs approximately 16 people.

Situation:

Representatives from the Alabama Technology Network (ATN), a NIST MEP network affiliate, met Chuck Gault, owner of Max Coating, during the early planning stages of the business. Prior to the business opening, Chuck was marketing to automotive and non-automotive industries. The common request by most of these customers was that Max Coating needed to obtain an ISO 9001 certification in order to do business with them. After hearing this, the ATN was contacted and requested to provide a proposal for implementing an ISO 9001 quality management system. Chuck was familiar with ATN from previously working with the ATN-Birmingham staff on his plant layout. Max Coating contracted with ATN to develop a customized ISO 9001:2000 quality management system and assist in the implementation.

Solution:

ATN began the process by working with the Owner and Plant Manager on documenting the powder coat and electro-coat processes. The unique circumstance about this project is that there was no process to perform a gap analysis on before creating the system because none existed. This proved to be good thing when setting up the ISO 9001 quality management system. There were no changes to existing documentation or "bad habits" to overcome. The quality manual, operational procedures and work instructions were developed by ATN and reviewed with the appropriate personnel. During this process, ATN assisted Max Coating with developing forms that would be used in the process. ATN field staff used their experience in industry to assist this client with setting up an efficient documentation system.

The quality management system documentation was approved by Max Coating management, and personnel received training on the ISO 9001 quality management system and on their unique documentation. In addition, the management representative received special training on this position's responsibilities. Next the system was audited by the ATN-Birmingham team to verify conformance to the standard. A detailed report was generated and presented to the management. After this, ATN facilitated the first management review, where quality system performance records were presented and reviewed. Once all the key components of the quality management system were in place, Max Coating management began collecting proposals from ISO 9001 registrars. Max Coating evaluated several registrars and selected one that best fit their business. Pre-assessment and certification audits were scheduled and held. The ATN was requested to assist the management representative during both audits. Max Coating successfully passed both audits and received their certification.

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Results:

- * Improved employee skills.
- * Achieved ISO 9001-2000 certification.
- * Achieved a cost savings of \$8,000.
- * Anticipated increased sales of \$500,000.
- * Projected employee sales to increase by 5 to 10 percent.
- * Achieved a more competitive and profitable position.

Testimonial:

"The ATN-Birmingham's expertise and experience came through in the final product."

Chuck Gault, Owner/General Manager